

# 2014 USPS MAIL PROMOTIONS WEBINAR

PRESENTED ON THURSDAY, DECEMBER 12, 2013

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1. *Have the 2014 promotions been approved?*
  - a) Yes, the promotions have been approved by the PRC.
2. *Will we be able to download a copy of this presentation?*
  - a) A copy of the presentation will be available on our RIBBS page at <https://ribbs.usps.gov/index.cfm?page=mobilebarcode> by Thursday, December 19<sup>th</sup>.
3. *Branded Color BC promotion - Does the barcode have to be variable or can it be static for all books?*
  - a) The same barcode can be used on all mailpieces throughout the promotion period.
4. *Branded Color Mobile Technology promotion--Does this need to be in homes Feb 1, or can the offer on the mail letter be valid through Feb/March?*
  - a) The discount is applied when the mailing/postage statement is finalized in PostalOne (usually at the time of acceptance at the BMEU). As long as those dates fall between February 1 and March 31 (and all other requirements are met), the mailings would be eligible.
5. *Does the USPS Promotions Group send an email notification when the promotions have been updated?*
  - a) No, unless a major change is made, notifications are not sent.
6. *Can one mail piece be eligible for multiple promotions if it meets those individual requirements?*
  - a) Yes.
7. *Earned Value credit--Does the qualified piece for previous participants include all qualified pieces or just applied to the volume that exceeds SPLY.*
  - a) The extra credit amount would apply to all pieces.
8. *We missed most of the conference when can we re-watch this?*
  - a) a recorded version of the webinar will be posted on our RIBBS page at <https://ribbs.usps.gov/index.cfm?page=mobilebarcode> by Thursday, December 19<sup>th</sup>

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9. *What will the earned value minimum rebate be this year? Last year, we did not get this credit on our account because it was determined that there was a minimum.*
- a) Unfortunately, this information was not correct and the Program Office could not substantiate where and how it came about. There is NO minimum amount that a company earns during the Earned Value promotion. For each return CRM and BRM piece that is scanned during regular mail processing, an enrolled mailer earns \$0.02 per piece. If the number of return CRM and BRM pieces exceed a mailer's volumes from the 2013 promotion, this mailer would earn \$0.03 per CRM and BRM piece.
10. *For the Branded Color Mobile Technology promotion - Would a Mobile Optimized landing page that is a contest entry form qualify?*
- a) Yes, as long as the sweepstakes entry is a mobile optimized experience.
11. *When you refer to letters only does it actually include cards?*
- a) The Premium Advertising Promotion and the Color Print in First-Class Mail Transactions promotions do not include cards.
12. *Earned Value- if volume exceeds from previous year, is 3 cents applied to all volume or just volume over threshold*
- a) If the 2014 return reply volumes of CRM and BRM exceed a participating mailer's volumes from 2013, the mailer will earn \$0.03 per CRM and BRM piece on the total number of pieces scanned during mail processing.
13. *We are not able to do any of the mobile stuff yet but can we still take advantage of the Earned Value Replay Mail Promotion, by embedding our CRM piece?*
- a) Please read the posted Earned Value promotion requirements to see if you would qualify. The promotion requires registration. The requirements can be found on RIBBS at:  
[https://ribbs.usps.gov/mobilebarcode/documents/tech\\_guides/EarnedValueReplyMailPromotion.htm](https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/EarnedValueReplyMailPromotion.htm)

Please contact the Program Office at [mobilebarcode@usps.gov](mailto:mobilebarcode@usps.gov) with any additional questions about the USPS 2014 Promotions Calendar.